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CURRENT SERIAL RECORD

A DIRECTORY OF PUBLICATIONS AVAILABLE
ON FOREIGN TRADE AND MARKETS

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PREFACE

There are many publications available on foreign trade and marketing. The difficulty is to learn about them. This report represents an attempt to list most of the more important applied publications in the field. Emphasis is given to reports which would be helpful for groups or firms actually interested in, or engaged in, foreign trade.* While stress is placed on agriculture, a large number of more general works are included. All types of publications, except articles, are reported -- from government periodicals to commercial newsletters. Some entries are annotated. Where possible, the price is listed. Suggestions of additional publications which might be included in future revisions of the directory would be appreciated.

* Theoretical works intended for the professional economist are not included here but are reported in the Outline on Interregional and International Trade listed at the top of page 3.

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I. U. S. GOVERNMENT AGENCIES

A. DEPARTMENT OF AGRICULTURE (Washington, D. C. 20250)

1. General

- Farmer's World. The Yearbook of Agriculture, 1964, 595 pp.^{1/}
See especially the section on "Our Trade," pp. 358-422 (particularly including the following sections: "The Requirements of Buyers," "Cooperative Programs," "Sales Programs for Dollars," "The Trade Fairs Program," "Our Agricultural Attaches").

2. Foreign Agricultural Service^{2/}

a. Periodicals

- Foreign Agriculture, weekly (\$7.00/yr.). Reports and interprets world agricultural developments of interest to U. S. groups. Principal emphasis is placed on current and background information useful for export marketing.
- World Agricultural Production and Trade Statistical Report, monthly. Summarizes statistics on production and trade on the principal commodities that move in world trade.

b. Circulars

Circulars and other specialized releases are issued irregularly for a number of commodities. A combined list and order form may be obtained from FAS.

c. Bulletins

A number of bulletins have been published on the foreign agricultural situation, particularly on agricultural commodity and trade policy development. A detailed current listing, "Foreign Agricultural Service Special Reports," may be obtained by writing FAS.

d. Other

- Marketing Plans (Proceedings of FAS-Cooperator Seminar, September 24, 1964), 42 pp.^{3/}

^{1/} For sale by the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C., 20402. \$3.00

^{2/} Publications listed here except for "Other" may be obtained from the Information Service Branch, FAS (Room 5918), U. S. Department of Agriculture.

^{3/} May be obtained by writing H. Reiter Webb, Trade Projects Division, FAS.

3. Economic Research Service^{4/}

a. Periodicals

- Foreign Agricultural Trade of the United States, monthly, Analytical review of the foreign agricultural trade of the U. S.
- U. S. Foreign Agricultural Trade (A statistical supplement to the above publication), annual.
Trade by Commodities
Trade by Countries
- World Agricultural Situation. Annual review of agricultural production and trade for the current year with prospects for the year ahead. Issued for the world as a whole and the following regional groupings: Western Europe, Eastern Europe, Latin America and Canada, Far East (including Oceania and South Asia), Africa and West Asia.

b. Bulletins

A number of bulletins have been published on economic aspects of agricultural trade and foreign agriculture. Two series are issued:

- ERS--Foreign. These reports include: (1) comprehensive studies of the agricultural economics of foreign countries, (2) studies of certain aspects of the economics of foreign countries, and (3) studies of the U. S. foreign agricultural trade. From May 1961 to June 1965, 130 publications were issued in this series.^{5/}
- Foreign Agricultural Economic Reports. More fundamental studies often representing basic research. From August 1961 to June 1965, 26 publications were issued in this series.^{5/}

Two publications which may be of interest and which are not part of the above series are:

- Agricultural Policies of Foreign Governments (Including Trade Policies Affecting Agriculture), Agriculture Handbook No. 132, March 1964, 266 pp.

^{4/} A combined listing and order form for the general series of ERS publications may be obtained by writing the Far East Branch, Regional Analysis Division, ERS (Room 4511), U. S. Department of Agriculture, Washington. Publications themselves may be ordered by writing the Office of Management Services (Room 1410), USDA.

^{5/} A detailed listing of these and other reports classified by subject matter may be obtained by writing Arthur W. True, Assistant to Deputy Administrator, ERS (room 3038), USDA.

-- A Graphic Summary of World Agriculture, Miscellaneous Publication No. 705, September 1964, 63 pp.

4. Federal Extension Service

-- Outline on Interregional and International Trade, Western Extension Marketing Committee, Publication No. 3, January 1965, 26 pp. Contains an extensive bibliography on trade.^{6/}

B. DEPARTMENT OF COMMERCE^{7/}

Bureau of International Commerce
(Washington, D. C.)

1. General

-- Checklist, International Business Publications, revised semi-annually (free).

2. Periodicals

-- International Commerce, weekly, \$16.00/yr.

-- Overseas Business Reports, various subjects, \$13.00/yr.^{8/}

3. Bulletins

-- Selling Around the World: How Commerce Helps, November 1965, 24 pp. (15¢).

-- What You Should Know About Exporting (A How-To-Get Started Handbook), September 1965, 38 pp. (20¢).

4. Pamphlets

-- Profitable Sales in U. S. Trade Centers Overseas, 1964, 20 pp. (15¢).

-- Sell Your Products Through U. S. Trade Missions, 1965, 16 pp. (15¢).

-- Export Control Regulations, U. S. Summary of, 1965, 22 pp. (20¢).

^{6/} The Federal Extension Service did not publish this publication but did cooperate in its preparation and does have a limited number of copies. Write Dana G. Dalrymple, Division of Marketing and Utilization Sciences.

^{7/} Publications listed in this section may be ordered from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C., 20402

^{8/} For a detailed list of countries and subjects covered, see the Checklist.

5. Marketing Aids^{9/}

- Trade Lists. Names and addresses of firms handling a specific commodity in a foreign country. (\$1.00)^{10/}
- World Trade Directory Reports. Basic commercial and financial information on specific foreign firms and individuals. (\$1.00)

6. Country Handbooks^{11/}

- Marketing Series. Provides a current evaluation of the nature and scope of a country's market.
- Investment Series. Describes basic conditions and economic outlook.

7. Miscellaneous

- Reports Prepared by the Foreign Service of the United States, monthly. A list of all categories of unclassified dispatches recently received by the Department containing information helpful to American business (available only from the Bureau of International Commerce).

C. SMALL BUSINESS ADMINISTRATION
(Washington, D. C.)

1. Bulletin

- Export Marketing for Smaller Firms, May 1963, 89 pp. (50¢).

2. Management Aid Service

- "How the Commerce Department Helps Small Manufacturers in Foreign Trade," No. 114, December 1962 (revised), 4 pp.
- "A New Look at Export Markets," No. 144, February 1965 (rev.), 4 pp.
- "Financing Export Sales," No. 149, February 1963, 4 pp.
- "International Marketing Assistance in Europe," No. 152, May 1963, 4 pp.
- "Advertising in International Markets," No. 160, January 1964, 4 pp.

^{9/} For details, see Export Profits, 8 pp. (free).

^{10/} Agricultural categories include: canneries and frozen foods; dairy producers; feedstuffs; fruits and nuts; hides, skins, and furs; lumber, plywood and veneer; meat packing, sausage, and casings.

^{11/} See the Checklist for detailed listing of countries available.

3. Management Research Summary Series

- "Export Trade and the Small Manufacturer," August 1962, 4 pp.
- "Small Business Opportunities in Foreign Trade Zones and International Business," 1964, 4 pp.

D. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE^{12/}
(Washington, D. C.)

- Willem Winkel, Planning and Organizing an Export Trade Education Program, OE-82012 (Vocational Division Bulletin No. 302; Distributive Education Series No. 34), 1963, 42 pp. (20¢).

E. DEPARTMENT OF STATE
(Washington, D. C.)

- Commercial Exports Under A.I.D. Programs. Agency for International Development, Office of Material Resources, 1965, 40 pp. ("A simple non-technical booklet describing how businessmen in the United States can participate in the export sales opportunities generated by A.I.D. -- financed programs of commodity procurement").

II. UNIVERSITIES

A. GENERAL MARKET DEVELOPMENT STUDIES

- James E. Kirby and John G. McNeely, Agricultural Market Development Abroad, Texas A&M University, Agricultural Experiment Station, Bulletin B-1040, August 1965, 27 pp.
- Lowell S. Hardin and Leon F. Hesser, The Effectiveness of Agricultural Market Development Projects in Japan, Purdue University, Agricultural Experiment Station, Research Bulletin No. 719, May 1961, 40 pp.
- Elmer W. Learn and James P. Houck, An Evaluation of Market Development Projects in West Germany Under Section 104(a) of Public Law 480, University of Minnesota, Agricultural Experiment Station, Station Bulletin 455, June 1961, 80 pp.
- Randall Stelly and James E. Kirby, Developing Markets for U. S. Agricultural Commodities in Italy--An Economic Evaluation, Texas A&M University, Agricultural Experiment Station, MP-539, September 1961, 43 pp.

B. COMMODITY STUDIES

- University of California, Department of Agricultural Economics (Berkeley):
- Theodore J. Goering, California Raisins and the European Economic Community, Information Series No. 63-2, November 1963, 33 pp.

^{12/} May be ordered from Superintendent of Documents, U. S. Government Printing Office, Washington, D. C., 20402.

- Kenneth R. Farrell and O. P. Blaich, World Trade and the Imports of Tariff Adjustments on the United States Wine Industry, Research Report No. 271, January 1964, 114 pp.
- D. B. DeLoach and Eleanor Steffin, The Export Market for California Grapes, Information Series No. 642, January 1964, 34 pp.
- Harold O. Carter and Olan D. Forker, The Impact of Common Market Agricultural Policy Upon the Poultry Meat Industry, Information Series No. 64-3, April 1964, 27 pp.
- D. B. DeLoach, The Export Market for Pears, Information Series No. 64-4, April 1964, 23 pp.
- Kenneth R. Farrell, World Trade and the Implications of Tariff Reductions for United States Walnut Industry, Research Report No. 274, April 1964, 118 pp.

C. OTHER STUDIES

- Hale A. Newcomer, International Aids to Overseas Investment and Trade (With Special Reference to Their Effect on the Trade Patterns of the USA), Kent State University (Ohio), Bureau of Economic and Business Research, Printed Series No. 4, 1964, 67 pp. (\$1.00).
- Ernest W. Ogram, Jr., The Emerging Pattern of the Multinational Corporation, Georgia State College (Atlanta), Bureau of Business and Economic Research, Research Paper 31, May 1965, 35 pp.

III. TRADE AND COMMERCIAL

A. U. S. CHAMBER OF COMMERCE

(1615 H Street, N.W., Washington, D. C.)

- Foreign Commerce Handbook (Basic Information and a Guide to Sources), 1966, 170 pp. (\$2.00).
- An Introduction to Doing Import and Export Business, 1962 (now being revised), 130 pp. (\$2.00).

B. RECENT BOOKS

1. Concise Introductory Works

- John Fayerweather, International Marketing, Prentice Hall, Englewood Cliffs, 1965, 128 pp. (\$1.75).
- Franklin P. Root, Strategic Planning for Export Marketing, Einar Harcks Forlag, Copenhagen (Fiolstraede 33), 1964, 146 pp. (\$2.50). (To be published in U. S. by International Textbook Co., Scranton, Pa.).
- Robert D. Stewart, Penetrating the International Market, American Management Association, New York, 1965, 176 pp. (\$6.50).

2. More Detailed General Works

- T. R. Brannan and F. X. Hodgson, Overseas Management, McGraw-Hill, New York, 1965, 238 pp. (\$6.95).
- George D. Bryson, Profits From Abroad, McGraw-Hill, New York, 1964, 317 pp. (\$7.95).
- Lawrence P. Dowd, Principles of World Business, Allyn and Bacon, Boston, 1965, (\$8.50).
- John M. Hess and Philip R. Cateora, International Marketing, Irwin, Homewood, 1966, 700 pp.
- R. L. Kramer, International Marketing (2nd ed.), South-Western, Cincinnati, 1965, 651 pp. (\$8.50).
- David S. R. Leighton, International Marketing: Text and Cases, McGraw-Hill, New York, 1966.
- Huxley Madeheim, E. M. Mazze, and C. S. Stein (eds.), International Business: Articles and Essays, Holt, Rinehart and Winston, New York, 1963, 229 pp. (\$2.75).
- Howe Martyn, International Business: Principles and Problems, The Free Press, Glencoe, 1964, 252 pp. (\$4.00).
- Richard D. Robinson, International Business Policy, Holt, Rinehart and Winston, New York, 1964, 252 pp. (\$4.00).
- Robert L. Tontz (ed.), Foreign Agricultural Trade: Selected Readings, Iowa State University Press, 1966, 500 pp. (\$7.50).

3. More Specialized or Involved Works

- S. Watson Dunn (ed.), International Handbook of Advertising, McGraw-Hill, New York, 1964, 788 pp. (\$19.50).
- John M. Dyer and Frederick C. Dyer, Export Financing: Modern U. S. Methods, University of Miami Press, Coral Gables, 1963, 130 pp. (\$4.95).
- Karl E. Ettinger (ed.), International Handbook of Management, McGraw-Hill, New York, 1966, 671 pp. (\$19.50).
- Wolfgang G. Friedman and George Kalmanoff (eds.), Joint International Business Ventures, Columbia University Press, New York, 1961, 558 pp. (\$15.00).
- Gerald Krefetz and Ruth Marossi, Investing Abroad: A Guide to Financial Europe, Harper and Row, New York, 1965, 337 pp. (\$7.95).
- Bertil Liander (ed.), Marketing Development in the European Community, McGraw-Hill, New York, 1964, 182 pp. (\$7.95).

- Stefan H. Robock and Lee C. Nehrt (eds.), Education in International Business (proceedings of a conference), Indiana University, Graduate School of Business, 1964, 175 pp. (\$2.00).
- Alexander O. Stanley, Handbook of International Marketing (How to Export, Import, and Invest Overseas), McGraw-Hill, New York, 1963, 680 pp. (\$17.50).
- Charles F. Stewart and George B. Simmons, A Bibliography of International Business, Columbia University Press, New York, 1964, 603 pp. (\$15.00).
- Donald Wasson (compiler), American Agencies Interested in International Affairs, Praeger, 1964 (5th edition), 200 pp. (\$5.50).
- Marina Von Neumann Whitman, Government Risk-Sharing in Foreign Investment, Princeton, 1965, 358 pp. (\$8.50).

C. PERIODICALS

1. Annual

- Exporters' Encyclopaedia [of export regulations], New York (99 Church Street), January, 1,800 pp., \$50/yr.

2. Quarterly

- Columbia Journal of World Business, Columbia University Graduate School of Business Administration, New York (published by Pergamon Press, 122 East 55th Street), \$10/yr.
- The International Executive, Foundation for the Advancement of International Business Administration (64 Ferndale Drive, Hastings -- or Hudson, New York), \$15.00. A digest and bibliography.
- Quarterly Economic Reviews on Countries, The Economist Intelligence Unit, New York (60 East 42nd Street). Reviews are available for 58 countries or areas. \$28 ea/yr.

3. Monthly

- Marketing in Europe ("a bulletin on the European market for consumer goods"), The Economist Intelligence Unit, New York (60 East 42nd St.), \$150/yr.
- Investing, Licensing & Trading Conditions in 50 Countries, Business International, New York (757 Third Avenue), \$180/yr.

4. Weekly

- Business International ("Weekly Report to Management on Business Abroad"), New York (757 Third Avenue), 8 pp./issue, \$180/yr.

- International Trade Reporter, The Bureau of National Affairs, Inc., Washington, D. C. (1231 24th Street, N.W.). This publication has several different but related units:

Manuals (for which weekly supplements are provided)

Export Shipping Manual

Foreign Import and Exchange Controls; Common Market

Newsletters

Survey and Analysis, weekly

Common Market Survey, biweekly

The package price is \$214/yr. The manuals or newsletters can be purchased separately at lower prices.

D. OTHER

Stanley E. Hollis, Guide to Export Credit Insurance, Foreign Credit Insurance Association (250 Broadway, New York, New York, 10007), February 1966, 61 pp.

